Message Text

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INFO OCT-01 AS-01 SS-14 ISO-00 ARA-06 TRSE-00 INR-05 CIAE-00 NSC-05 NSCE-00 L-01 SP-02 OMB-01 PRS-01 USIA-01 H-01 SIG-01 AF-04 EUR-08 /056 R

DRAFTED BY EB/ICD/TRP:PPPILKAUSKAS:MW APPROVED BY EB:JLKATZ EB/ORF/ICD:EAWENDT ARA/ECA:TSHUGART TREASURY:JJOHNSON ARA/ECP:BBURSON

-----270255Z 059492 /71-62

P R 270131Z JAN 77
FM SECSTATE WASHDC
TO AMEMBASSY BRASILIA PRIORITY
INFO AMEMBASSY BOGOTA
AMEMBASSY LONDON
AMCONSUL RIO DE JANEIRO
AMCONSUL SAO PAULO
AMEMBASSY TANANARIVE

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LIMDIS

E.O. 11652: GDS

TAGS: ETRD, EAGR

SUBJECT: COFFEE: POSSIBLE BRAZILIAN PURCHASE OF MADAGASCAR COFFEE

REF: BRASILIA 554

1. THE DEPARTMENT IS AGAIN CONCERNED AT BRAZILIAN IN-ITIATIVES REGARDING THE PURCHASE OF MADAGASCAR COFFEE. CONFIDENTIAL

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REPORTS OF PLANS FOR SUCH PURCHASES COULD BE DAMAGING TO BRAZIL'S LONG TERM INTERESTS, RAISING PUBLIC ALARM OVER HIGH COFFEE PRICES EVEN FURTHER AND ENCOURAGING A DECLINE IN COFFEE CONSUMPTION.

2. UNLESS BRAZILIAN AUTHORITIES CAN CONCLUSIVELY DEMONSTRATE THERE ARE GOOD COMMERCIAL REASONS FOR FURTHER

PURCHASES OF COFFEE FROM MADAGASCAR OR ANY PLACE ELSE, WE WILL CONTINUE TO EXPRESS OUR OPPOSITION AND CONCERN, SINCE SUCH PURCHASES, AND ACCOMPANYING PUBLICITY, HAVE AN ADVERSE EFFECT ON PRICES AT THE WORST POSSIBLE MOMENT. WHEN CONGRESSIONAL HEARINGS ON RECENT PRICE INCREASES ARE HELD IN THE NEXT FEW WEEKS, WE INTEND TO SAY THESE PURCHASES ARE DAMAGING TO THE WORLD COFFEE ECONOMY. WE ALSO FEAR FURTHER PURCHASES AT THIS TIME COULD

BE DETRIMENTAL TO BRAZIL'S IMAGE IN THE MINDS OF IMPORTANT SEGMENTS OF THE U.S. PUBLIC AND CONGRESS.

3. THE EMBASSY MAY DRAW ON THE ABOVE IN FURTHER DISCUSSIONS WITH GOB OFFICIALS. VANCE

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NNN

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